



Growing Agritourism

A workshop for the Sacramento-San Joaquin Delta region

(Contra Costa, Sacramento, San Joaquin, Solano, Yolo)

Sponsored by the University of California Small Farm Program and UC Cooperative Extension

If you are...

- an agritourism operator
- a tourism professional
- an agricultural organization leader
- a farm advisor or resource manager
- a county planner, regulator or commissioner
- a city, county or state elected official
- a community development professional
- a farmer or rancher considering agritourism



...you are invited to join us for an educational and participatory professional development workshop

- to learn and share the latest in agritourism development and marketing tools
- to network with regional operators and professionals to organize and promote agritourism
- to discuss common challenges and opportunities
- to build a stronger infrastructure for successful agritourism in the region

Please Save the Date

Date: Wednesday, February 2, 2011

Time: 8:30 am - 4:15 pm

Location: Veterans Memorial Building
610 Saint Francis Way
Rio Vista CA 94571

Workshop fee:

\$20 - By January 24

\$25 - After January 24

(includes continental breakfast, lunch and handouts)

To register: <http://ucanr.org/riovistaagtour>

Information: Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 530.752.7779

Pre-workshop reading list will be provided to all participants who register by January 24, 2011.

Agritourism and Nature Tourism in California: 160 page complete and UC peer-reviewed manual by Ellie Rilla and Holly George of UCCE available - by preorder (at time of registration) for \$20
- at the workshop for \$25



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